

Dorm Damage: A Kick In The Wallet

By MICHELLE DONJUIELLE

A Seifert resident recalls paying a bill for \$30 when a fellow resident vandalized a fire extinguisher in the hall. "I remember the total bill for the fire extinguisher being \$500, and each resident was charged \$30 apiece. We all knew who the person was, but it's like a brotherhood around here, and we just pay for the damage and forget about it."

This Seifert resident is expressing his viewpoint on dorm damage and disciplinary fees that are assessed students and / or dormitories.

Saint Joseph's policy on dorm damage is: The cost of damages to public areas of a residence hall (in some cases where a responsible individual cannot be identified) will be divided equally among all residents of a particular wing, floor, or hall as deemed appropriate by the office of student affairs. Identification of individuals responsible for damage and prevention of such damage will reduce the charges billed to your account.

Contrary to this policy, many students do not identify those responsible for the damage because they feel they are playing the role of informant. "If I know of a student who is drunk and capable of vandalism, I wouldn't tell anyone other than the resident assistant who can keep an eye on that person. It's the R.A.'s job to keep people in line," says a Gallagher resident.

Fred Plant, assistant vice-president for business affairs, who initiated this policy in 1979, says, "It was an attempt to increase student awareness; to bring to light the seriousness of vandalism, which has since been retermed mischief to soften the harshness of the word. The most effective way to control vandalism is to hit students where it hurts the most — in the pocket book.

"There was not enough money in the physical plant budget to pay for all the dorm damage occurring," Plant notes. "So we had one of two choices,

first, to raise room rates across the board, which would in a sense say to the students it's okay to tear up the dorm, or second, our current policy."

Plant reports vandalism is down markedly from what it was in 1979. For 1980-81, total damages were estimated at \$570.45 per week for the campus, but the total bill includes wear and tear on the dorms, which is paid by the school. Through January 1983, assessed damages per week for the campus are approximately \$131.24.

Damage fees often cover mischief ranging from broken chairs, sinks plugged with food and broken light fixtures to holes in the walls and missing fire extinguishers. Included in the assessed damage fee is an additional disciplinary fine of ten percent of the damage fee.

Damage sheets are posted in dorms periodically, with revised additions following if there are mistakes.

"Personally, I would report an act of vandalism if I saw it happening. I do not want an extra \$30 added to my bill; I pay enough tuition already," says a Merlini resident.

Plant encourages more student cooperation in reporting vandalism. "Students can take the position of a good citizen and step forward, or they can be a part of the silent majority, and pay the price. Students have a responsibility. They should not feel intimidated or reluctant to step forward and report other students."

Many students feel damage fees are outrageously high. For example, Noll Hall residents were charged \$10 for two broken light bulbs and the fine is split evenly between dormitory residents. The reason for the substantial amount is due to the reoccurrence of broken light bulbs in Noll, Plant explains. The high fee encourages reduced vandalism, he adds.

In another instance, a window pane was broken in Seifert. The total cost to repair that pane was \$3.60. Plant says the cost was split between 60

residents in Seifert, leaving each resident a charge of six cents apiece. This, however, is added to other damage costs and the bill quickly adds up.

Plant says effective dorm government and the efforts of the Student Association have helped keep dorm

damage to a minimum. "We can't control everybody all the time, but each individual should try to control himself. Working with people like those in dorm government, we can control mischief and possibly someday solve the problem," he concludes.

STUFF

NEWSPAPER OF THE SAINT JOSEPH'S COLLEGE COMMUNITY

Vol. 46

Rensselaer, Indiana, Thursday, February 24, 1983

No. 11



Saint Joseph's Columbian Players are hard at work preparing for the Feb. 24-27 production of *Wait Until Dark*. Here Brother Jim Mignerey (left), Ann O'Hara (center) and Mark Karcher work on a scene from the play.

(Photo by Paul Dennis)

'83 R.A. Choices Progress

By JIM CALABRESE

Twenty applicants met Feb. 9-10 in the student affairs office so that they could ask questions about what it takes to become a resident assistant. These students have high hopes of becoming next year's R.A.'s.

The job description for next year is the same as this year; it falls into three categories. The first category deals with general conditions, requirements, and responsibilities. Resident assistants are required to work closely with and under the supervision of the directors of campus life. Confidentiality, reports, and "on-call" time

are a few requirements that these students must follow. They will work an average of 20-25 hours per week.

The second category is administrative responsibilities. These duties include reporting maintenance and mechanical repairs, and to report all thefts and overnight guest registrations.

The third and final category is responsibility for behavioral problems and rules in all halls, including handling of discipline problems, reporting violations and enforcing rules. Resident assistants are to keep the directors of campus life informed by written reports of all violations.

Applicants had to answer the following questions: 1) What role should campus housing play for its residents? 2) Realistically, what personal characteristics will you offer as a resident assistant? 3) Why do you want to be a resident assistant and what particular strengths would you bring to the position?

After job description and applications are complete, the R.A.'s are asked questions and interviewed for a half-hour. This should give the applicants a better idea of what is expected of them.

There are four training seminars for R.A. applicants, designed to strengthen their qualities in these four areas: 1) student development at Saint Joseph's, 2) leadership, 3) listening skills, and 4) discussion and "wrap-up." Applicants will be notified before spring break of their acceptance or denial of a position.

The final decision of who becomes an R.A. will be made by Sandy Shaw, Ernest Watson and Chris Zanowski, directors of campus life. Vicki Kosowsky, assistant vice-president of student affairs, also will participate in the decisions.

Carnival Craziness Friday

By JERRY UNDERHILL

Mardi gras, or Shrove Tuesday, is usually celebrated the last day before Lent. Here at Saint Joe's, however, the festival of mardi gras will fill us with "Carnival Craziness" this Friday and Saturday from 9 p.m. to midnight both days.

The college ballroom will be the center ring for over 13 different club-sponsored booths. Representative booths and clubs will include: a jail, sponsored by the senior class; pie throwing, sponsored by the Black Student Union; a bean-bag toss, presented by the Psychology Club; a quarter toss, supported by the Business Club; a basketball booth, sponsored by the Education Club; mini-golf, offered by the chorus; an innovative handcuff booth (have a friend chained to anything!), introduced by the Weight Club; stationary bicycles and health foods, presented by the Bike Club; pop-bottle ringing, supported by the Courier Club, and a rat-race game sponsored by the Biology Club.

Friday's festival expects the added pleasure of a coffee-house atmosphere with from one to three guitar players for live musical enjoyment. Saturday will offer a sound-system to dance to or simply enjoy.

Refreshments will be served, including nachos and soda, but unlike Monte Carlo, each person must pay for these as they accept them.

Twenty-five cent tickets will be the currency system, though each booth

may charge more than one ticket to play. Tickets may also be used for refreshments.

Says Alice Zerr, head of the mardi gras festival, "The setup for this mardi gras is perhaps better than those of previous years."



Students received ashes Feb. 16 during several masses in the college chapel marking Ash Wednesday. Here Father Anthony Repas (right) gives ashes to Joe Craven with the words, "Remember man that you are dust and unto dust you shall return." (Photo by Joan Hayden)

New Ideas Needed

Ever get the feeling the terms “Saint Joe” and “the pits” are synonymous? If you do, perhaps you are one of the many who are singing the Collegeville blues — you know, those feelings of impending doom, deep despair, desperate boredom, and the feeling that you may have chosen the wrong college some years, months, or weeks ago.

Why do we become so terribly disillusioned, you ask? There are several very definite possibilities: 1) Saint Joseph's often-desirable isolated location more often seems too isolated from the rest of the world. The only contacts some of us have with news and happenings beyond Pumaville are radios, newspapers and television. 2) Entertainment on campus, this year especially, is at an all-time low. Whatever happened to those great bands on the weekends (do we really have a social vice-president)? And what about the other weekend entertainment projects, aimed to alleviate mental fatigue and boredom, that were very prominent just one year ago? 3) Times in the "real" world continually grow more bleak (unemployment, inflation), and 4) The pressures of maturation, worrying about where we are going when we graduate, and who we are definitely bring us down. There are, of course, other reasons.

Looking back at these few things listed, let's consider what we could change. Saint Joe's isolated community will most likely remain isolated, as we cannot possibly move it to a big city or build a large city about it. Bleak times in the "real" world are not uncontrollable (at least that's what President Ronald Reagan says), but the problem is that this issue involves the whole world and would be just a tad large to tackle. The pressures of growing up are necessary (if not mandatory) if we are to grow up properly. Decisions about who we are and where we will go upon graduation will be solved gradually as we move from freshmen to seniors (we hope, anyway).

You guessed it — we **could** do something about the campus entertainment problem. If the same amount of money (or more as the case may be) is still in the S.A. budget for weekend bands, etc., why don't we have more weekend entertainment? Got an answer or an idea? Write me a letter.

Marathon Mar. 5-6

A 12-hour dance marathon for charity, sponsored by U-90½ (WPUM-FM) and Halas Hall will be held in the Halleck Center ballroom Mar. 5-6. The dance marathon will run from 7 p.m. - 7 a.m. with all proceeds going to the Cancer Society.

Dancers who wish to participate may sponsor themselves or be sponsored by any club or residence hall. A \$5 entry fee will be collected from each couple that participates. No limit is set on the number of

couples who can enter; all clubs and residence halls are encouraged to sponsor as many couples as possible.

Entry forms may be picked up at the U-90½ station or the campus life office. Deadline for entries will be Mar. 4.

The campus community is invited to dance anytime throughout the marathon for a minimum admission donation of 75¢.

All students, faculty and staff are invited to participate in the marathon.



Saint Joe students divided themselves into favorite couples to enjoy the festivities of the Valentine's dance Feb. 12 in the ballroom. Here Bill Guertin (left) and Alice Zerr keep time with a lively dance number. (Photo by Joan Hayden)



Two Different Worlds

Debashis Contrasts U.S.-India Cultures

By JOANNE CUSUMANO

While most Saint Joseph's students visit faraway countries only through Core, some are lucky enough to have a more first-hand experience. Debashis Bhattacharya (freshman, Merlini), born in India, is one of these people.

Debashis moved to the United States in 1969, at the age of five, with his mother. His father, now a research chemist, had preceded the rest of his family to this country to pursue a Ph.D. in chemistry at West Virginia University. "If my dad had chosen to study in India," explains Debashis, "we probably would never have come here. A variety of relatives still live in India, and the Bhattacharya family return to their homeland every four years to visit.

India differs from the United States in several ways, according to Debashis. Many of its citizens, including the Bhattacharyas, are of the Hindu religion, which holds to the doctrines of reincarnation and total abstinence from meat. Of this, Debashis says, "We're not really supposed to eat meat, but most of my family have broken this rule."

Education here seems to offer more opportunities than in India, though the system is more stringent on Indian children. "An 'A' student here would probably be an 'F' stu-

dent there," observes Debashis. "Here we have tests after every few chapters of material. In India, students study six months before their first exam, a quarterly. When taking the final, those who don't pass must take all of the courses over."

Though many people first think of rice when considering the diet of India, the food of this country seems far from bland or repetitive. "We do eat a lot of rice," admits Debashis, "but most of the food is hot and spicy. There are a lot of ways to prepare it."

Though a difficult consideration, he feels he likes American food best and lists steaks, pizza, and spaghetti among his favorites. He enjoys returning home to Lafayette for his mother's food, however, which is still prepared in the traditional manner. Similarly, the Bhattacharyas still speak their native language in their home. "Speaking it keeps us from forgetting it," maintains Debashis.

The Indian climate is much warmer than that to which most Americans are accustomed, with temperatures normally reaching 95 degrees or greater. Because of this, most Indian males wear shorts and tank tops, according to Debashis. Women wear skirts. Traditional clothing, such as the **sari**, are worn on formal occasions, as well as suits as we know them here.

Debashis became a United States' citizen this past summer. His father was nationalized one year previously, his brother was born here and thus was automatically a citizen, and his mother seems inclined to remain an Indian citizen, he indicates.

The test for citizenship entails study of “the fundamentals, requirements, and amendments of the Constitution,” says Debashis. “It must be retaken three months later if it is not passed the first time. People who take this test seem to know more about the Constitution than native Americans.”

In the future, Debashis hopes to use his computer sci-

ence major to get a job as a programmer with IBM. Asked about returning to live in his home country after graduation, he responds negatively, explaining, "India is my home but my whole life has been here."

As a whole, Debashis feels he has an advantage over many Americans. "I have two different languages, two different worlds," he explains. "I always have somewhere to fall back on. It may not be a big advantage, but it's definitely an advantage."

Farewell

Today, I watched you walk
away —
Footsteps in the new-fallen
snow
How like memory, thought in
a way
Printed upon by those we
know.
New snow has not come yet
To fill and erase the tracks
you've stepped
How like sorrowed memory to
forget
And fill with ice where tears
are wept.
My love goes with you across
the snow,
A bit of my soul you take, you
know.
"Farewell my love," my breath
vaporizes
Yesterday — gone, tomorrow's
sun rises.

Jerry Underhill

STUFF

Published bi-weekly during the school year, except during calendar holidays of Thanksgiving and Easter, and monthly in December by students of Saint Joseph's College, Rensselaer, Indiana. Second-class postage paid at Rensselaer, Indiana. Students receive this paper as part of the student activity fee paid each semester.

The opinions expressed in STUFF are not necessarily those of the student body, the administration, the faculty or all of the members of the STUFF staff.

U.S. Postal Publication No. 868400

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Refs Get No Respect

By JOE GIANNINI
& BILL MILLER

Voices from the crowd:

- "What's the matta, did you swallow your whistle?" —
- "Hey ref, get your head out of your #\$%*." —
- "Bozo, get a new pair of glasses." —

Do these comments sound familiar? Sure they do, because you've probably said them to a referee more than once. It's quite easy to call a game from your seat, but when you get down to court level, things appear quite differently. When you put yourself in someone else's shoes, they often end up in your mouth.

Take IM refereeing for instance (please!). Things can get pretty hectic (and hairy). To get the point of the small, beady-eyed, zebra-figured man, we had a chance to visit with IM referee and Hall of Famer Geoffery Referee at Jasper County Hospital (no relation to Geoffery the Giraffe from Toys R Us).

Q: What happened, Geoffery?

A: I was reffing a game between the Meatpackers and the Over 200 Club when the captain of the team, "Two-Ton Tommy," traveled all over my face and I began to double dribble. The next thing I knew I was in here, in this bed.

Q: What's your secret of success in calling a game?

A: I make sure that I bring all my equipment.

Q: Hold it, referees don't use equipment.

A: Here they do! I usually bring a flakjacket, a helmet and a billyclub to ward off all of the angry players.

Q: But Geoffery, why are you still reffing if you have all these problems?

A: Ever since I got my first striped shirt and whistle from Sportmart, I've been in love with the pain.

Q: Okay Geoff, tell me about some of your game-to-game struggles.

A: First of all, there's the verbal abuse, all of the swearing and ying yang(?). Then there's the physical abuse — no, not by the wimps. These guys are the ones who enjoy the chicken in the cafeteria. Then there's the bomb threats.

Q: Bomb threats?

A: Oh yes, but these aren't that common, only one or two a week. Just last week I found one in my jock strap.

Q: (Hmmm...) Isn't it difficult calling all of those fouls?

A: Ya, but that's what the billyclub's for. In fact, one time I accidentally gave a guy a "Gerry Cooney Special" — I hit him a little lower than I thought.

Q: What happened to him?

A: I think he quit basketball; now I heard he sings soprano in the choir.

Q: By the way, you know that three-man referee system that's employed? How many times have you needed to call in that third man?

A: Three referees? What are you talking about?

Q: Never mind. That's another story. Do you actually know how many referees there are?

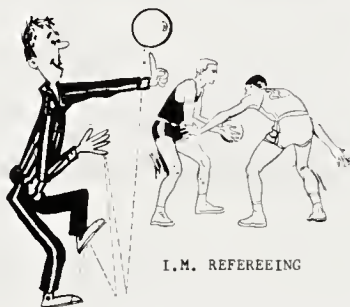
A: No, we're recruiting at the moment. We're looking for the few, the proud — the sadistic.

Q: Finally Geoffery, what is the salary for a starting ref?

A: There is no starting salary; it's just the satisfaction of keeping those bums off the streets at night. And you can take "dat to da bank."

IM REFEREEING: It's not a fun job, but somebody has to do it. This Bud's for you!

(This story is fictitious and any connection with anyone living and / or dead is purely coincidental; names have been changed to protect the innocent, if there are any.)



Linda Wiesenbahn (31) of Saint Joe fires a field goal try over a Marian defender during the lady Pumas' 63-58 win over the Knights last Friday. (Photo by Paul Dennis)



Melvin Wood (44) of the Pumas launches a short jump shot over Valparaiso's Larry Roby during the Pumas' 79-67 loss to the Crusaders here Feb. 15. At left are SJC's Greg Martin (42) and Valpo's John McIlvain (14) while VU's Dave Wojciechowski (50) is at right.

(Photo by John Baum)

Basketball Seasons Wind Down

By JOE GIANNINI
& BILL MILLER

"We have nothing to lose," says coach Sue Buntin, referring to her team's chances in the upcoming Great Lakes Valley Conference tournament. The Pumas received a first-round bye and will face the winner of the game between host Indiana Central and Indiana State-Evansville on Mar. 4.

SJC got its fourth win of the season when it topped Indiana-Southeast 68-57 Feb. 5.

The next two games were losses to IUPUI-Indianapolis 55-53 on Feb. 9 and Marion 64-45 Feb. 14. Buntin explains, "Poor foul shooting is what did us in these last two games."

Saint Joe won its fifth game of the season last Friday in a 63-58 homecourt decision over Marian College of Indianapolis, but dropped a 63-59 match to Purdue-Calumet the following night in Alumni Fieldhouse.

This Saturday, Division I Valparaiso ventures into Pumasville for a 7 p.m. contest.

This Saturday the men's squad visits Louisville, Ky., to engage in battle against the Bellarmine Knights. The slumping Pumas will be in for some tough competition as the Knights have returned eight lettermen (and two new transfers) from their 20-9 club of one year ago which tied for second in the Great Lakes Valley Conference.

Back with the team are leading scorer Buddy Cox (23.1 average and ten rebounds per game) and 6-7 Brian Comes (8.5 points, 4.5 rebounds), who is recovering from an ankle injury. Experience has played an important role for the Knights most of this season. However, it played no factor at all in the Jan. 29 meeting against the Pumas as SJC ousted the Knights by 97-86.

On Mar. 2, the men continue their road trip as they journey to Dayton, Ohio to take on

Wright State. The Raiders have accumulated a 20-4 record this season — not by luck, either. Their impressive statistics include a .520 shooting percentage and a ten-point average scoring margin over their opponents; 6-7 forwards Fred Moore (14.2 average) and Gary Monroe (.657 field goal percentage and an 18.4

scoring average) provide much of the scoring punch for the Raiders.

Finally, the men will close their season Mar. 5 when they host the "Big Red" Flyers of Lewis University. Thus far, the Flyers have posted a 15-5 record (including a 77-57 trouncing of the Pumas Feb. 5).

IM Playoffs Approach

By JEFF TOBIN

Most of the IM sports are reaching mid-season, and that means that the playoffs are just around the corner. Competition in all sports is getting into a fever pitch.

This is very evident in intramural hockey. In the Women's League, all five teams are still in contention for the playoffs. The Halas Fools (5-1-1) still lead the pack, despite going the last two games without a victory. They lost to Justin 1st West on Tap, 1-0, and then tied the Justin Puck Ups 2-2. First West (3-2-1) is in second place, with the Puck Ups and the Justin Slap Shots deadlocked in third place with 1-2-2 records. The Halas Loud Winners (1-4-0) are in fifth.

In the Men's Blue Division, the Noll Stoned Ponies (5-0-1) reside in first place with a seven-point lead over second-place ESF Rat Poison (2-3-0) and Merlini High Times (2-4-0). The Gallagher Sweepers, despite an 0-5-0 record, are not out of the playoff hunt yet.

In the Men's Red Division, the Bennett MD's (5-0-1) still hold onto a one-point lead over onrushing Gallagher (5-1-0). The Warriors and the MD's square off Sunday for first place. The ESF Rat Pack (2-3-0) need a few breaks, but can still be considered a playoff contender. The Noll Unibrows (0-5-0) are in fourth place.

Lee Ann Bosak of the Fools leads the Women's League in scoring with five goals, three assists and eight points. She

is followed closely by teammate Doris LaCasse (4-3-7) and Sandy Lee of the Slap Shots (3-4-7). Tom Egan of the Stoned Ponies leads the Men's League (6-11-17), followed by Tony Geib of the Ponies and Pat Nowak of the MD's (both 6-7-13). Rounding out the top five are Jerry Viltz of the MD's (4-8-12) and Greg Bocwinski of the Warriors (8-4-12).

The top goaltender in the Men's League is Jim Kolacki of the MD's with an 0.94 goals-against average and two shut-outs. Tom Biedakiewicz of the Ponies is in second (1.52, 2 SHO). Chris Cerny of the Fools leads the women (0.91, 3 SHO), with Kathy McNulty of 1st West (1.37, 1 SHO) in second.

In Men's B League, there still remain three undefeated teams. They are the Iron Men, a very strong and quick team; the well-organized Royal Crown, and the aggressive Hybrids.

"The A League is extremely competitive, and possesses many talented ball clubs," states Fazio. The Merlini Trojans (7-2) lead the way, with the Bennett Billikins, Aquinas Little Kings and Noll Second Best all trailing by one game with 6-3 records. ESF Rats (5-4) are next, with the G-Men, Court Jesters and the Mixed Nuts all waiting to upset the top clubs.

The Women's Division is currently led by Justin Upcoming, with the Halas Fools, Justin Swishers and Halas A&M Inc., all in range of first.

(Continued on page four)

Social Preview

By BILL GUERTIN

Welcome to the Limbo Edition of **Social Preview** for 1983. I think you know what I mean: the time of year where everybody's ready to pitch winter out the window, but it still hangs around . . . and you've got cabin fever so bad that it causes you to do crazy things like play soccer in shorts in front of the chapel in 40-degree weather! No offense, girls, but we're sick and tired of Puma women in long pants too! How about some LEGS, ladies? Show shorts! Show halter tops! We need something to break us out of this! **Give Me Spring Break or Give Me Death!** (. . . or nice weather . . . I'll take nice weather instead of death!)

Some of our theatre friends have been very busy these past few months with their production of the thriller, **Wait Until Dark**. Word has it from the inside that this one is worth cancelling something to see; make it a point to get to the auditorium this weekend (Thursday included!) for some excellent theatrical-type entertainment; show times are all at 7:30 p.m.

Heyyyyyyy . . . it's mardi gras time on campus this weekend, also! Last chance to enjoy yourself before everyone begins to get serious about Lent (?). Be sure to check out the games and festivities happening in the Halleck lounge — and in the ballroom — Friday and Saturday nights from 9 to 12 midnight.

Friday, Feb. 25 — Night number two of **Wait Until Dark**; curtain goes up at 7:30 p.m. . . . and there's even time after the performance to enjoy night number one of mardi gras — tonight featuring an S.A. mixer in the ballroom.

Saturday, Feb. 26 — **Wait Until Dark** is on again, as are the mardi gras festivities. The Student Association responds once again by offering still another mixer in the ballroom during the lounge festivities. Sportswise, the Puma men take to the road to do battle with Bellarmine . . . and the ladies have a big game at home tonight against Valpo. Game time, 7 p.m. A good weekend to hang around and enjoy the company — and the talents — of your fellow Pumas.

Sunday, Feb. 27 — Last chance to catch **Wait Until Dark**; same Bat-time, same Bat-place. It's the second Sunday of Lent, too. (Is Lent supposed to be capitalized?)

Tuesday, Mar. 1 — First day of March (wow). Watch for the traditional "in like a lion" weather.

Wednesday, Mar. 2 — The guy's hoop team's on the road again (Hey . . . I'll bet there's a song in that!) . . . they play Wright State.

Thursday, Mar. 3 — Betcha didn't know that SJC has many talented artists you've never seen! Check out the HSUB artist-in-residence program going on today. The women's B-ball squad has its hands full, as it begins a three-day task of beating as many teams as possible at the Great Lakes Valley Conference tournament. Good luck, ladies!

Friday, Mar. 4 — The campus ministry retreat begins today; they'll go trekking off into the wilderness, never to be seen or heard from again. (They're **supposed** to be back by Sunday; keep an eye open, though, just in case.) Possible mixer planned for this evening, also . . . stay tuned.

Saturday, Mar. 5 — Time to pick a partner and whip out those dancin' shoes . . . the U-90½ dance marathon kicks off tonight at 7 p.m., and is scheduled to run for 12 straight hours! Watch for more details as they become available . . . there's a home game tonight, too . . . Pumas vs. Lewis . . . tip-off's at 7:30, as usual . . . be there!

Sunday, Mar. 6 — Today is the third Sunday of Lent.

Monday, Mar. 7 — Ah, sure'n it be th' Senior class's idea to sell carnations for St. Patty's day; aye, and a good idea 't is, too. They'll be at it from now through Mar. 11.

Tuesday, Mar. 8 — I almost made it through a **Social Preview** without having to mention a boring meeting . . . leave it to the History Club to foul things up. They're meeting at 3:30 p.m. in Halleck 204. (Satisfied?)

Wednesday, Mar. 9 — Oh, **brother** . . . Biology Club — meeting at 6:30 p.m., Halleck 205 . . . Business Club meets today . . . Senior Advisory Council meets today.



Chicken Kiev was the main course Feb. 12 during the Valentine's dinner in the ballroom. Here Nancy Pope (left) and Jeff Habrych join other students for the meal that preceded the Valentine's dance. (Photo by Joan Hayden)



Saint Joe marketing students and professor Walter Scherb (far right) journeyed to Chicago's McCormick Place last month to visit the National Housewares Manufacturers Association trade show. The department of business administration sponsored the trip.

(Photo by Michael Bruce)

Students See Theory In Action

By MICHAEL BRUCE

Professor Walter Scherb and 35 of his marketing students ventured to McCormick Place in Chicago last month to see the National Housewares Manufacturers Association (NHMA) trade show.

The NHMA trade show is the largest single-industry trade show held under one roof; houseware manufacturers and merchants from all over the world participate in it. On display was an array of over 200,000 houseware products ranging from kitchen goods to electric shavers and clocks to art and decorative items.

A trade show is an event organized in a spacious central place which allows a large number of suppliers to show and sell their wares to merchants. The NHMA was established almost a half-century ago for the purpose of providing housewares' merchants with the best possible industry exhibit at a low cost and with good management.

Why was this trade show important for marketing students to see? The trade show provided an excellent example of what a company depends on to survive in a fiercely-competitive business world: marketing strategies. Market-

ing concerns all business activities necessary to transfer goods from producers to consumers. Fifty percent of a buyer's dollar is attributed to marketing costs. Marketing is more than selling and advertising; it begins long before a product is developed and continues long after the sale has been made to insure customer satisfaction.

Scherb remarks, "I feel it is invaluable for my students to see what they study in action and also to have an opportunity to chat with the participants." The students got a chance to experience being a buyer in a simulated sales presentation from Para Manufacturers.

"It is not often that we get to

see theory put into practice," comments Raymond Christy.

Liz Marcucci says, "It was very informative and interesting. The school should offer more trips like that." Many other students agreed.

The field trip was sponsored by the department of business administration and organized by Christy. On Feb. 1, Scherb and his marketing students toured the Union Carbide plant in Kentland, Ind.

A field trip is scheduled Mar. 1 to the J. Walter Thompson Advertising Agency in Chicago. It ranks among the world's top advertising firms. If interested, contact Scherb or a member of the Business Club.

Ex-HUD Official To Visit

By NICK GRANATO

Constance B. Newman, president of the Newman & Hermanson Company in Washington, D.C., and former assistant secretary in the Department of Housing and Urban Development (HUD), will be the second semester Woodrow Wilson Visiting Fellow at Saint Joseph's during Mar. 6-11.



Newman

Newman, who served HUD during the administration of president Jimmy Carter, had also held such positions as vice-chairman and commissioner of the Consumer Products Safety Commission and director of VISTA and ACTION.

During her stay at Saint Joseph's, Newman will give several talks to the college community and discuss topics of interest with students and faculty in small-group sessions as well as in the class-

room. Newman also will address the Core IV students and faculty Mar. 8 when she will speak about "Masculine and Feminine Roles (19th Century); The Women's Movement."

Newman & Hermanson is a public policy research firm that provides research and consultation in various areas, including the preparation of analyses of regulatory reform issues and proposed solutions to problems with the regulatory process for members of Congress.

Since 1945 the Woodrow Wilson National Fellowship Foundation has amplified and provided programs in higher education through the Woodrow Wilson Visiting Fellows Program.

Its purpose is to inspire a stream of ideas between the academic and non-academic worlds and to help students with career counseling. The Visiting Fellows are made up of distinguished persons of various professions.

Their week-long campus visits include speaking with students and faculty on such topics as the impact of technology on today's environment and also answering questions of students and / or faculty inside and outside the classroom.

This marks the tenth year of Saint Joseph's participation in the Visiting Fellows program.

Playoffs Near . . .

(Continued from page three)

In IM bowling, the Tornadoes (33-2) lead the Tuesday League, followed by the Knight Riders (23-12). The Wednesday League is led by the Clydesdales (24-12), with the Gutter Balls (23-13) one game back. The Thursday League belongs to the 2nd Westers (24-6), with the Bad Mama Jamas (20-10) in second. Rocco Campanile rolled the high game of the year, a 221, last week.

IM water polo is led by the 4-0 Hammerheads and Skinny Dippers. The Stoned Ponies are in second with a 3-1 record. Jeff Clevenger is the leading scorer with nine goals.

IM special events calendar: Feb. 26 - wrestling and badminton, Mar. 12 - swim meet, and Mar. 19 - coed volleyball.

Look for a special report on IM refereeing in the next issue, plus updates on all IM sports.